

the various Del Monte resolutions leading to the drafting of Substitute Resolution No. 6, and who would desire an opportunity to read the report of the Committee on Public Health Education dealing with its proposed activities. (For minutes, see page 178.)

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**Medical Profession Has Been Laggard in Publicity Work: The Remedy.**—It is generally agreed that one of the reasons why the medical profession today is the target for so many antagonistic onslaughts, is the fact that in recent years medical men and women have become so engrossed in scientific advancements in preventive and curative medicine that they have failed to take into proper consideration and evaluation the seething unrest in the social welfare phases of modern-day living. Be that as it may, here again we deal not with hypotheses, but are confronted with face-to-face problems that must be solved. Everywhere, in the press and over the air, on the lecture platform, and before clubs and gatherings of all kinds, health issues continue to be matters of discussion and propaganda, and of so pressing a nature that they will not be put aside. To believe, therefore, that such mental unrest, regarding these topics—matters now of practically popular discussion—will shortly waft itself away, and that all will soon be well, is probably nothing else than wishful thinking. It can no longer be doubted that a multitude of citizens are beginning to be skeptical concerning the altruism of physicians, thereby becoming increasingly the victims of specious thinking and propaganda, so constantly set before them in most alluring fashion.

By contrast, the medical profession has nothing to conceal. It is proud of its record of generous service to humanity. It asks for little praise, but it is pained, nevertheless, at unjust accusations and aspersions. Even though its disciples know they are largely in the right, under present conditions, that does not suffice. It must be made clear to laymen that many statements aimed at public health and medical practice methods are in error. That is why work such as is contemplated in Substitute Resolution No. 6 of the Del Monte House of Delegates, and as outlined in the report of the Special Committee on Public Health Education which the Del Monte resolution brought into being, is of the highest importance to the people of California. Members of the Association are urged to read the report, on page 179 of this issue, as given under items 11 and 16 of the August 5 Council minutes. Members of the Association are also requested to feel free to send to the Committee on Public Health Education\* any suggestions concerning publicity work.

**CHIROPRACTIC INITIATIVE TO BE ON  
NOVEMBER 7, 1939, BALLOT AS  
PROPOSITION NO. 2**

**The Way of Medical Cults.**—Cultist medicine rarely rests, and it is not necessary here to discuss why this is so. Let it suffice to state that where there is much to gain and so little to lose

\* The membership of the committee is listed in each issue of CALIFORNIA AND WESTERN MEDICINE, in the roster on advertising page 6.

there always will be found those who are willing to seek the more. That may explain in part, also, why contributions of twenty-five, fifty, or one hundred dollars are more easily obtained from the disciples of cultist healing-art practice than from licentiates of scientific and nonsectarian medicine. Many members of the latter group cannot understand why the State should expect them—from whom exacting educational and training qualifications have been demanded—to spend their dollars to protect the public from healing-art practitioners who have had insufficient training for certain work they aspire to do. These are contemplative considerations, however, of little moment when one is confronted, not with theory, but positive fact.

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**Proposition No. 2 (Chiropractic Initiative) Will Be on the November 7, 1939, Ballot.**—In the matter now referred to, such a fact is met with in the Chiropractic Initiative, which has been given the number, Proposition No. 2, and which, by ruling of the Attorney-General, will have a place on the "Ham and Eggs" ballot of November 7, 1939.

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**Cultist Medicine Seeks Always to Extend Its Scope of Practice.**—It is an interesting phenomenon to note that once a cultist group secures legal recognition from a commonwealth, its disciples and leaders, as they move forward in material prosperity, seek to broaden the scope of their practice, and to use methods and armamentariums quite different from those permitted in initial statutes pertaining to them. Thus, they usually endeavor to add to the scope of their work, the treatment of diseases and injuries, the care of which was forbidden in the laws granting them their first recognition. What has taken place in California in this respect has also come to pass in other States, likewise unfortunate enough to have multiple licensing boards.

So now, in November of the present year, the citizenry of California will be called upon to decide concerning an extension of chiropractic practice. The limitations of the existing chiropractic statute—passed by initiative vote of the California electorate in 1922—are covered in court opinions handed down by Judge John J. Van Nostrand in the Superior Court of the State of California, in and for the County of San Francisco, and printed in CALIFORNIA AND WESTERN MEDICINE, on page 419 of the issue of November, 1936, and on page 457 of the December, 1938, number.\*

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**Text of the Chiropractic Initiative.**—In the current issue, on page 211, will be found the pending Chiropractic Initiative, to appear on the November 7 ballot. For this reason, it is suggested that members of the California Medical Association take the time to read this proposed law, and then ask of themselves their own interpretations of its implications and possible results to healing-art practice in California in the future. A perusal of the court opinions, above referred to, will shed additional light; because those legal rulings proba-

\* See also an item in this issue, on page 213.

bly explain, in part, why so many thousands of dollars were raised to secure the necessary signatures for the November initiative, and to provide funds to carry on an educational campaign necessary for its passage.<sup>†</sup>

### SUPPORT YOUR ADVERTISERS

#### We Help Ourselves by Helping Others.—

For years, on advertising page 8 of CALIFORNIA AND WESTERN MEDICINE, an "Alphabetical List of Advertisers" has been given; and there has also appeared the following footnote to the tabular list, asking readers to remember such advertising patrons:

#### COÖPERATE WITH YOUR ADVERTISERS

CALIFORNIA AND WESTERN MEDICINE, the official publication of your Association, is made possible in part by reason of the coöperation of business firms and institutions who use advertising space. Their purpose is to direct attention to their products and services to present and future patrons.

Members and readers are urged to give preference to and to patronize these advertisers. When ordering goods, mention CALIFORNIA AND WESTERN MEDICINE.

This coöperation will please the advertiser, add to advertising income, and enable your Association to increase the value of this JOURNAL to members and readers.

The truths embodied in the above text should appeal to every member of the California Medical Association. If the solicited coöperation were given generously, the reputation of the OFFICIAL JOURNAL of the California Medical Association, as a worthwhile advertising medium, would so rapidly spread among manufacturers and others who cater to the needs of the medical profession that the income from advertisements alone would greatly increase, thus making possible a lesser subscription allocation from the annual dues than has been in vogue in recent years.

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**United States Postal Laws Make Subscription Rate Necessary: "California and Western Medicine" Rate.**—In order to secure second-class postal rate, the United States Post Office Department demands that definite subscription rates be established for members who receive the official journals of their respective organizations. In accordance with the postal laws, the California Medical Association Council, for several years past, established the yearly subscription rate of CALIFORNIA AND WESTERN MEDICINE for Association members at three dollars, or twenty-five cents per copy. When the subscription allocation for California Medical Association members is added to the advertising income of the OFFICIAL JOURNAL, the books show a net balance in the black to the credit of CALIFORNIA AND WESTERN MEDICINE. The subscription price to nonmembers (excepting members of the Nevada State Medical Association, who also receive the JOURNAL at the three-dollar rate) is five dollars per year.

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**Coöperation with "California and Western Medicine" Advertisers Requested.**—It would

<sup>†</sup> As these comments go forward to the printer, two extremely significant items appeared in the daily press. They are reprinted in this issue on page 197.

not be a difficult task to increase the amount of advertising in CALIFORNIA AND WESTERN MEDICINE if the standards demanded of advertisers were lowered so that proprietary and other announcements could be accepted. That, however, is something that is repugnant to the policy adopted by the California Medical Association, established when it brought the OFFICIAL JOURNAL into existence in November, 1902, to take the place of the *Annual Transactions*—a policy to which the Association has striven to be loyal during the last thirty-six years. In this connection, in the first editorial that graced Volume 1, Number 1, of the OFFICIAL JOURNAL, the founder-editor, Philip Mills Jones wrote:

The CALIFORNIA STATE JOURNAL OF MEDICINE\* will hereafter take the place of the Annual Volume of Transactions of the Medical Society of the State of California. . . . In addition to the official reports of the annual meetings of the State Society, and the papers and discussions of the Scientific Section, the JOURNAL will publish a limited number of original articles, reports of county societies, and such other matter as may be of interest.

The advertising pages of the JOURNAL will be limited in number, and will be open only to advertising matter which complies with the strictly ethical standard that is so well understood by all, yet so frequently forgotten—when there is a financial reason to forget!

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**Members Are Urged to Read the Advertisements in the "Official Journal."**—While more could easily be written on the topic, "Support Your Advertisers," we shall rest at this point, in the hope that members of the State Association will take to heart what has been said and follow up good intentions by regularly scanning the advertising pages of CALIFORNIA AND WESTERN MEDICINE, and writing for literature and information on any and all items in which they may have interest. They may be assured that advertisers, who help make it possible to bring to each member one of the largest of the state medical journals, will appreciate their coöperation. By giving this aid, members will be helping their advertisers, their Association, and themselves. Lend a hand!

### WAGNER BILL, S. 1620: AN ILLUMINATING DIGEST OF THE REPORT OF THE SENATE COMMITTEE

On August 4, 1939, the Committee on Education and Labor of the United States Senate, which had been holding hearings on the merits and demerits of Senator Robert F. Wagner's health program bill (S. 1620), submitted a report (No. 1139) to the Seventy-Sixth Congress. Much of the testimony offered at the hearings appeared in succeeding issues of the *Journal of the American Medical Association*.

Physicians who have kept in touch with these proceedings will be interested in the analyses made and conclusions drawn by the Senate Committee on Education and Labor, as submitted by Senator Murray. The forty-two-page report is too lengthy for publication in CALIFORNIA AND WESTERN MEDICINE, but we have pleasure in reprinting, on

\* This was the original name of CALIFORNIA AND WESTERN MEDICINE, the California Medical Association at that time being known as the Medical Society of the State of California.